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1985 Yukon Tourism Industry Highlights

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yukon TOURISM INDUSTRY highlights

1985 Annual Report

Yukon
Tourism
Dave Porter, Minister

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Minister's Comments

When the Alaska Highway was carved out of the wilderness over 40 years ago, it was the beginning of a new era for Yukon, a time of change and challenge. Few people back then could have imagined that within a few decades, visitors to Yukon travelling on that route and others, would number in the hundreds of thousands, and that these welcome guests to our land would make tourism vital to our economy.

The Tourism Industry Highlights Annual Report is intended to show the performance and prevalent trends of the industry in a given year. This fifteenth annual report documents record high numbers for visitors in 1985. We hope it will be a useful tool to indicate both where we have been and where we might go in the future.

It is important to recognize the dedication and hard work of all those involved in the tourism industry in Yukon. From waitresses, service station attendants, bus drivers, hotel employees and store clerks, to those involved in marketing, advertising, tour promotion and countless others, each and every one plays an important role in Yukon's thriving tourism industry. Working together, the commitment and co-operation of both the private and public sector will meet the challenge of ensuring the continuing growth of tourism in Yukon.

Dave Porter
Minister of Tourism

FOREWORD

This fifteenth annual tourism industry report, like the industry itself, is the result of the co-operation of many people. We appreciate contributions and the advice of all those involved. A special thanks goes to Canadian Pacific Airlines and Pacific Western Airlines for their help in compiling airline statistics.

This year's "Highlights", while not substantially reducing the information contained, has been considerably reduced in volume. It is hoped that this will enable those using the report to find the information they need quickly and easily.

The most notable change is the deletion of expenditure figures for 1985. Apparent methodological errors in previous reports and inconsistencies with Statistics Canada figures compiled from other sources make continued use of past expenditure formulas unreliable and inadvisable. We have opted, therefore, to release the report now and will release the best available estimates of 1985 expenditures as soon as possible.

In view of the need for reliable statistical data upon which the tourism private sector as well as governments can base sound marketing decisions, the National Task Force on Tourism Data, involving both government and private sector membership, was established a year ago. We have been participating in the Task Force's work, and expect to further refine our data and the conclusions to be drawn therefrom during the coming year.

Other improvements are also planned and required. Readers of this report will find a number of cautions against comparisons of present and past year data. Lack of comparability and reliability of such data impairs both government and industry. It is our intention to carry out necessary work to ensure production of improved reports giving us both a better description of past events and a sounder basis for projecting future ones.

This edition of "Highlights" was analyzed, compiled and written by Marjorie Giles.

John Lawson
Deputy Minister

YUKON TOURISM 1985
INDUSTRY HIGHLIGHTS

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YUKON VISITOR VOLUMES

HIGHLIGHTS

- A record number of border crossings occurred in 1985, over 469,000, up 11% over the 1984 figure of 422,000. (see exhibit #1 page 33).

- While highway travel in absolute numbers has increased by over 42,000 border crossings, travel by personal vehicle has decreased from 74% of border crossings in 1984 to 71% of border crossings in 1985. Travel by motorcoach has risen from 13% of border crossings in 1984 to 15% of border crossings in 1985, reflecting an increase of over 18,000 visitors by motorcoach.

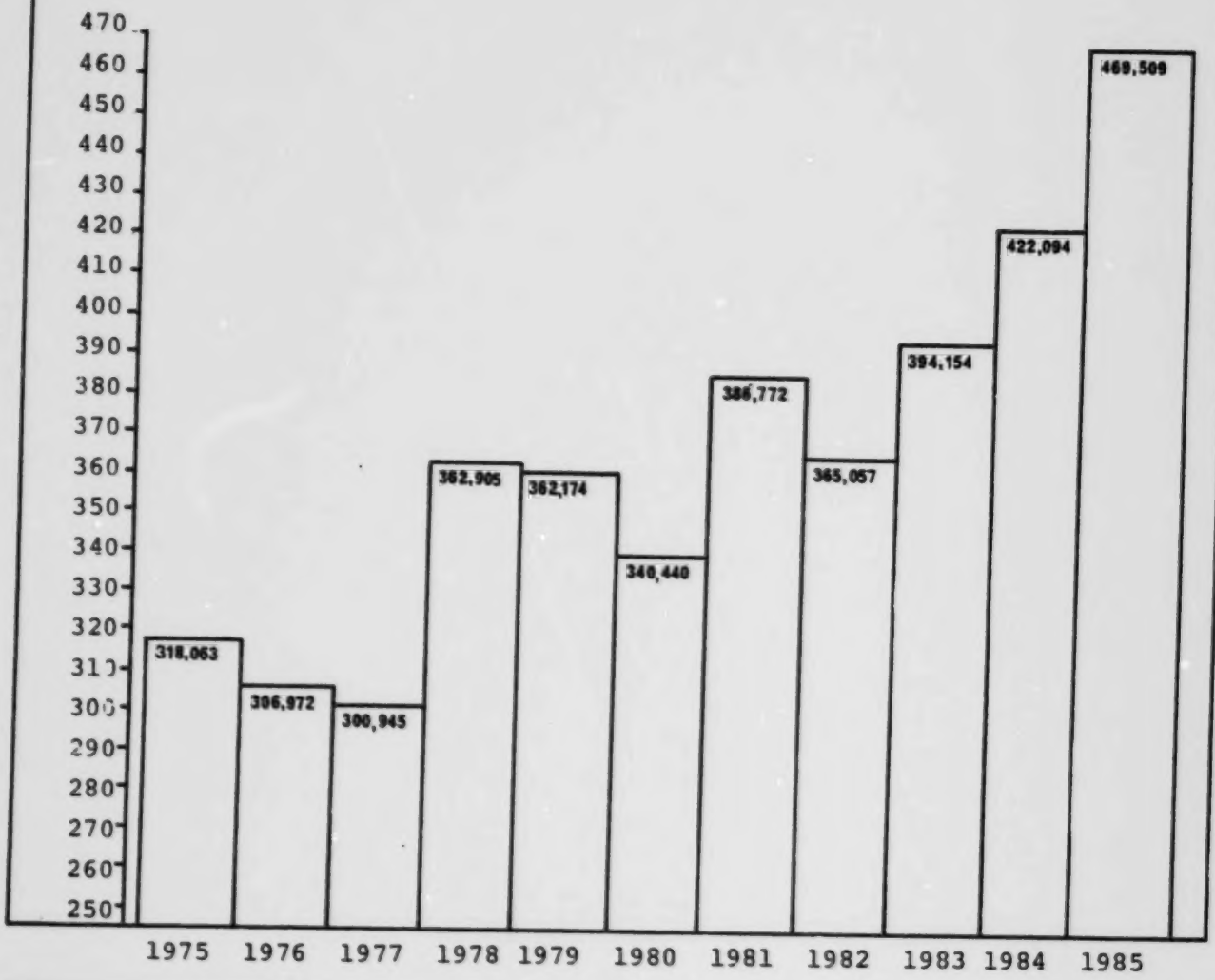
- Air traffic, while showing an increase in real volume of over 2100 border crossings, has decreased by 1% in its share of total border crossings.

- For the first time since the closing of the White Pass Railway between Whitehorse and Skagway in 1982, the section "all ports/other methods" (see exhibit #1 page 33) has recorded a significant increase over 1984 of 3,135 more border crossings into Yukon. Yukon River Cruises Inc. reported carrying 6,000 passengers in its first year of operation, but it must be noted that the border crossing count is based on Statistics Canada figures for entry <u>into</u> Yukon. Those passengers leaving Yukon via the cruise from Dawson City to Eagle, Alaska are therefore not included in border crossing statistics.

CHART #1 POINTS OF ENTRY

(Dawson City) Little Gold Camp - via Top of the World Highway
(Haines Junction) Pleasant Camp - via Haines Road
(Whitehorse) Fraser Camp - via Carcross-Skagway Highway
Beaver Creek- via North Alaska Highway
Watson Lake - via South Alaska Highway/
Stewart-Cassiar Highway

TOTAL CANADIAN AND FOREIGN BORDER CROSSINGS INTO YUKON 1975-1985
ANNUAL TOTALS AND PERCENT DISTRIBUTION BY MODE OF TRANSPORT



% by mode:

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985
Personal vehicle	64%	60%	56%	63%	59%	57%	59%	66%	69%	74%	71%
Motor - coach	5%	5%	5%	4%	10%	11%	12%	11%	17%	13%	15%
Highway Total	69%	65%	61%	67%	69%	68%	71%	77%	86%	87%	87%
Air	19%	21%	23%	22%	22%	27%	24%	18%	14%	14%	12%
Rail & Other	12%	14%	16%	11%	9%	5%	5%	5%	-	-	1%

Source: Statistics Canada, Alaska Highway Traffic Count(1972 adjusted)
Airlines.

* Columns may not add to totals due to rounding

VISITOR POINTS OF ORIGIN

EXPLANATORY NOTE

All analyses of visitor points of origin are based on registrations at six visitor reception centres located at major access points throughout the Yukon. The Centres operate during the period mid-May through mid-September inclusive, and only record visitors who register voluntarily in the guest books.

While these registrations provide valuable information on visitor points of origin, there are drawbacks:

- visitors may register at more than one Centre;
- as registration is voluntary, certain types/groups/nationalities of visitors may be less likely to register than others, due to language or other factors.

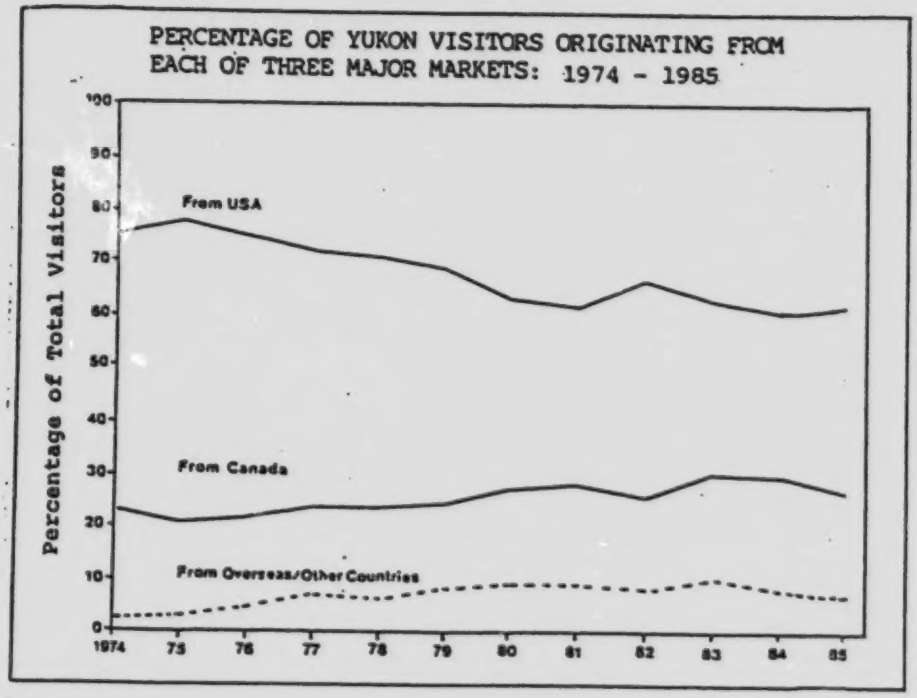
Therefore, there is no pre-determined sampling technique involved to ensure that all visitor categories are reliably represented. On the plus side, however, very high numbers are involved, with over 110,000 visitor registrations in 1985.

The VRC's operate during the same summer months at essentially the same locations where the 1982 Visitor Exit Survey was taken, resulting in a fairly high degree of comparability.

Point of origin calculations are based on a combined total of over 110,000 visitor registrations. Of this total, 29% were from Canada, 64% from the US and 7% from Overseas and Other Countries.

POINT OF ORIGIN TRENDS

CHART #2



As a percentage of total visitors, both Canadian and overseas visitors are down slightly by 1% each from 1984, to 29% for Canadians and 7% for overseas visitors in 1985. The U.S. market is up, from 62% in 1984 to 64% in 1985.

As Chart #2 shows, the composition of Yukon visitors in terms of country of origin has been steadily changing. Generally, residents of Canada and visitors from overseas markets have been increasing their share of total visitor volumes. In contrast, U.S. visitor traffic has dropped in share of total traffic, from 77% in 1975 to 64% in 1985.

The trend over the years to increasing percentages of Canadian and overseas visitors is significant because those tourists tend to stay in Yukon considerably longer than Americans.

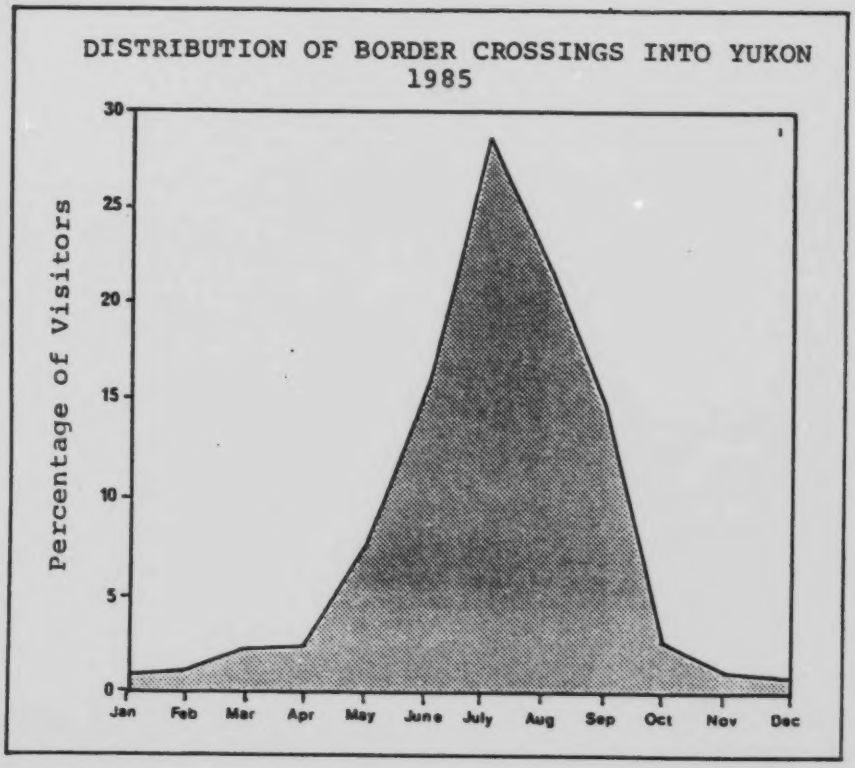
The 1982 Visitor Exit Survey found that over three-quarters of Canadians and two-thirds of overseas visitors spent more than 6 nights in Yukon, while the majority of Americans spent only 3 - 5 nights per trip through Yukon.

The differences in length of stay between Americans and Canadians can be attributed to differences in destination. Canadians come to Yukon for business purposes, to visit friends and relatives and to vacation, while Americans are most often passing through on their way to Alaska or are on a structured package tour. Overseas visitors stay longer because, for many, visiting the Yukon is a once-in-a-lifetime experience, involving a greater investment in time and money.

SEASONALITY OF VISITOR TRAFFIC ENTERING YUKON

Chart # 3 below illustrates the highly seasonal pattern of visitor traffic in Yukon.

CHART #3



SOURCE: Statistics Canada

TABLE #2

Number of Canadian and U.S. Residents entering Yukon from Alaska by Personal Vehicle or Motorcoach, Grouped By Length of Stay during Peak Tourist Season, June - September inclusive, 1985

Type of Traffic Entering Yukon From Alaska, By Border Crossing Point	Number of Persons Entering Yukon From Alaska					
	By Personal Vehicle			By Motorcoach		
	Canadian Residents	US Residents	Total Canadian & US Residents	Canadian Residents	US Residents	Total Canadian & US Residents
Returning Same Day:						
Beaver Creek	826	2,381	3,207	305	1,088	1,393
Dawson City	652	220	872	39	1	40
Pleasant Camp	1,413	10,625	12,038	4	513	517
Whitehorse	10,954	3,528	14,482	883	11,472	12,355
All Ports of Entry: 1985	13,845	16,754	30,599	1,231	13,074	14,305
(1984)	(11,659)	(19,835)	(31,494)	(1,629)	(7,545)	(9,174)
Staying in Yukon One Night Or More:						
Beaver Creek	4,923	63,200	68,123	1,453	19,480	20,933
Dawson City	2,296	8,514	10,810	657	964	1,621
Pleasant Camp	3,109	3,348	6,457	52	859	911
Whitehorse	5,958	14,014	19,972	1,511	22,648	24,159
All Ports of Entry: 1985	16,286	89,076	105,362	3,673	43,951	47,624
(1984)	(15,672)	(78,012)	(93,684)	(4,229)	(37,494)	(41,723)
Total Entering Yukon Regardless of Length Of Stay:						
Beaver Creek	5,749	65,581	71,330	1,758	20,568	22,326
Dawson City	2,948	8,734	11,682	696	965	1,661
Pleasant Camp	4,522	13,973	18,495	56	1,372	1,428
Whitehorse	16,912	17,542	34,454	2,394	34,120	36,514
All Ports of Entry: 1985	30,131	105,830	135,961	4,904	57,025	61,929
(1984)	(27,331)	(97,847)	(125,178)	(5,858)	(45,039)	(50,897)

Source: Based on Border Crossing Data Compiled By Statistics Canada

Notes: Points of Entry: Dawson City - via 60 Mile Highway
Pleasant Camp - via Haines Highway
Whitehorse - via Carcross-Skagway Highway

UNITED STATES ORIGIN

In 1985, 64% of the visitors registered were from the United States. Ten American states as a group accounted for over half of the 68,600 U.S. visitors registered at Yukon Visitor Reception Centres.

TABLE #3

1985 Top Ten U.S. States As Point Of Origin (1984 Top Ten)	No. Of Visitors Registered	% of Total U.S. Visitors Registered	% of Total Of All Visitors Registered
1. California (California)	9077	13%	8%
2. Alaska (Alaska)	8369	12	8
3. Florida (Washington)	3822	6	3
4. Washington (Oregon)	3557	5	3
5. Michigan (Texas)	2845	4	3
6. Oregon (Florida)	2605	4	2
7. Texas (Michigan)	2400	4	2
8. Minnesota (Minnesota)	2333	3	2
9. Illinois (Illinois)	2105	3	2
10. Ohio (Wisconsin)	1981	3	2
Top 10 Total	39094	57%	35%

For analysis purposes, the United States has been divided into eleven regions, nine of which are shown below; the other two regions are Alaska and Hawaii.

CHART #4

UNITED STATES ANALYSIS REGIONS

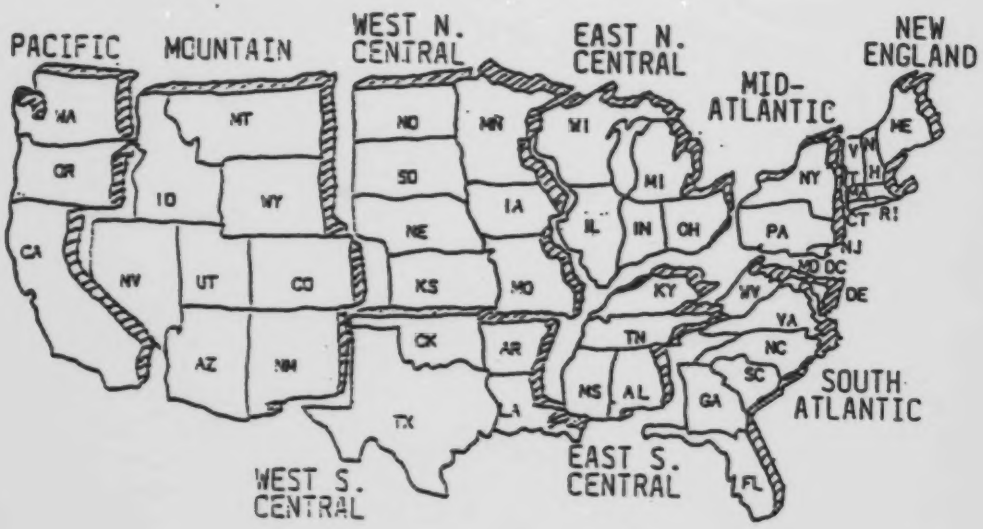


Table #4 on the following page relates each region's share of the total U.S. population living in each region according to the 1980 U.S. census. As has already been noted, 10 states account for over half of the U.S. visitors to Yukon.

Different regions show a varying propensity of the residents to visit Yukon. For example, the Pacific region contains over 13% of the U.S. population, yet it provided 22% of U.S. visitors to Yukon in 1985.

PERCENTAGE OF YUKON VISITORS ORIGINATING FROM THE UNITED STATES BY REGION 1981-85

TABLE #4

Origin (with % of U.S. population in each region)	% of Total from all Markets					% of Total from within U.S.				
	1985	1984	1983	1982	1981	1985	1984	1983	1982	1981
Alaska (.2%)	8	7	8	8	5	12	11	14	12	8
Pacific Region (13.4%)	14	15	16	17	16	22	24	26	25	26
Mountain Region (5.0%)	7	6	6	6	6	12	10	10	9	9
West N. Central (7.6%)	6	8	7	6	6	10	12	11	9	10
West S. Central (10.5%)	4	4	4	5	5	6	7	6	7	8
East N. Central (18.4%)	9	9	8	8	10	14	15	14	14	15
East S. Central (6.5%)	2	1	1	1	2	3	2	2	3	3
Mid Atlantic (16.2%)	4	5	4	4	4	7	8	7	6	7
South Atlantic (16.3%)	7	5	5	6	6	11	8	8	10	10
New England (5.5%)	2	1	2	2	2	3	3	2	2	3
Hawaii & Misc. (.4%)	-	-	-	-	-	-	-	-	-	-
U.S.A. Total*	63	62	61	67	63	100	100	100	100	100

SOURCE: 1985 VISITOR RECEPTION CENTER STATISTICAL REPORT

* Columns may not add to totals due to rounding.

CANADIAN ORIGIN

The Canadian market contributed 29% to Yukon's visitor traffic in 1985, based on visitor registrations at Yukon's six Visitor Reception Centres.

PERCENTAGES OF VISITORS TO YUKON ORIGINATING FROM WITHIN CANADA, BY REGION, 1981 - 85

TABLE #5

Origin (with % of Canadian Population in each region)	% of Total Visitors from all Markets					% of Total Visitors from within Canada				
	1985	1984	1983	1982	1981	1985	1984	1983	1982	1981
B.C. (11.2%)	7	8	7	6	8	25	25	22	23	28
Alberta (8.9%)	7	7	8	7	8	24	25	26	27	27
Sask./Manitoba (8.3%)	3	3	5	5	4	12	15	16	18	14
Ontario (35.7%)	5	6	6	5	6	18	21	21	18	20
Quebec (26.3%)	1	1	1	1	1	3	2	2	2	3
Atlantic Canada (9.4%)	2	1	-	-	1	7	2	2	2	2
NWT (0.2%)	1	1	-	-	1	3	3	2	2	2
Yukon (0.1%)	2	3	3	2	1	9	8	9	7	5
Total*	28	30	30	26	28	100	100	100	100	100

SOURCES: 1985 Visitor Reception Centre Statistics
Statistics Canada

* Columns may not add to totals due to rounding.

Together the four western provinces accounted for 61% of all Canadian visitors to Yukon in 1985. The percent share of Canadian visitors to Yukon decreases steadily from west to east. British Columbia with 11% of Canada's population provided a 25% share of Canadian visitors to Yukon, and Ontario with over 35% of Canada's population was the place of origin for 18% of Yukon's Canadian visitors. While distance would appear to be a major factor in Canadian visitation to Yukon there was one significant exception in 1985; visitors from Atlantic Canada increased from 2% of the Canadian market in 1984 to 7% in 1985. (Table #5, Page 16).

OVERSEAS/OTHER COUNTRIES ORIGIN

Generalizations about traffic originating from this group cannot be reliably made, due to the markedly different trends observed in Visitor Reception Centre registrations from these countries.

Three European countries, plus Australia/New Zealand, are prominent in terms of the share of total visitors from Overseas/Other Countries. West Germany alone accounted for 33% of the over 7300 overseas visitors, while Switzerland provided 16%, France 6%, and Australia/New Zealand, 15%.

If the three German-speaking countries - West Germany, Austria and Switzerland - are treated as a distinct market, then fully 54% of Yukon's Overseas/Other Countries visitors are from those three European countries.

A detailed breakdown on visitors from Overseas/Other Countries can be found in Table #6.

PERCENTAGE OF YUKON VISITORS ORIGINATING FROM OVERSEAS/OTHER COUNTRIES 1981-85

TABLE #6

Origin	% of TOTAL Visitors From all Markets (including USA/Canada)					% of Total Visitors From Overseas/Other Countries				
	1985	1984	1983	1982	1981	1985	1984	1983	1982	1981
Germany	2	3	4	3	4	33	34	43	43	43
Switzerland	1	1	1	1	1	16	15	13	15	13
United Kingdom	-	1	1	-	1	5	6	7	6	7
Netherlands	-	-	-	-	-	2	2	2	2	4
France	-	-	-	-	-	6	3	2	4	3
Sweden	-	-	-	-	-	1	2	1	2	2
Austria	-	-	-	-	-	5	4	3	2	2
Australia	1	2	2	1	1	12	18	13	14	12
New Zealand	-	-	-	-	-	3	4	3	2	3
Japan	-	-	-	-	-	2	1	1	1	1
Mexico	-	-	-	-	-	4	-	-	1	-
Miscellaneous	1	1	1	1	1	12	14	12	8	9
Total*	7	8	9	8	9	100	100	100	100	100

Source: 1985 VISITOR RECEPTION CENTRE STATISTICAL REPORT

* Columns may not add to Totals due to rounding.
- Denotes insignificant.

VISITOR LENGTH OF STAY

- During the peak tourist season, June through September inclusive, the number of border crossings by Canadian and U.S. residents entering Yukon in personal vehicles as part of a trip lasting one night or more showed a 12% increase over 1984.

- U.S. residents accounted for 85% of the personal vehicle traffic staying one night or more.

- The number of border crossings by Canadian and U.S. residents entering Yukon by motorcoach as part of a trip lasting one night or more showed a 14% increase over 1984.

- U.S. residents accounted for 92% of motorcoach traffic staying one night or more.

- Data on length of stay and utilization of highway transportation by visitors other than Canadian and U.S. has not been collected.

Further breakdowns on visitor length of stay and mode of entry is available in Table #13 on page 32.

Statistics Canada border crossing information breaks down its traffic counts into only two categories, those returning the same day, and those staying in Yukon one night or more. A more detailed breakdown of visitor length of stay has been

obtained from two different sources, the 1982 Visitor Exit Survey and yearly Visitor Reception Centre statistics.

THE 1982 EXIT SURVEY - LENGTH OF STAY

The Exit Survey gives the following figures on length of stay by visitors to Yukon:

1 night	11.4%
2 nights	27.2
3 nights	12.2
4-5 nights	17.2
6+ nights	32.0
	100.0

The average length of stay by visitor parties in Yukon was 5.8 nights. The fact that 38.6% of visitor parties stayed in the Territory for not more than 2 nights is probably a reflection of visitor parties "passing through" enroute to Alaska.

VISITOR RECEPTION CENTRE STATISTICS - LENGTH OF STAY

The VRC Report gives the following figures on length of stay by visitors to Yukon:

	1985	1984
1 night	14%	15%
2 nights	27	29
3 nights	15	15
4-5 nights	17	18
6+ nights	27	24
Total*	100%	100%

* Columns may not add to totals due to rounding.

The average length of stay in 1985 was 5.3 nights; in 1984 it was 5.4 nights.

The 1982 Visitor Exit Survey represented over 5500 persons, regardless of use of Visitor Reception Centres. The VRC statistics are the result of voluntary registrations. VRC registrants responding to the question on length of stay in both years, weighted by party size, represent well over 100,000 visitor responses annually.

Comparing the length of stay from both the Exit Survey and The VRC's, it appears that the average length of stay is remaining fairly consistent within the 5 to 6 night range.

The Exit Survey did find differences in length of stay according to transportation used to arrive in Yukon, e.g. those arriving as airline passengers tended to stay longer, an average of 8 nights; the average length of stay figure of 5.8 nights incorporates all modes of transport.

3LE #7

KON BORDER CROSSINGS AND ESTIMATED EXPENDITURES, 1970-1984

lendar Year	No. of Border* Crossings into Yukon	Estimated Expenditures
1970	156,416 (13%)	$ 10 million
1971	183,681 (17%)	12 million
1972	270,897 (21%)	22 million
1973	311,374 (15%)	25 million
1974	325,310 (4%)	26 million
1975	318,063 (-2%)	27 million
1976	306,792 (-4%)	21 million
1977	300,154 (-2%)	29 million
1978	362,905 (20%)	33 million
1979	362,174 (-.2%)	36 million
1980	340,440 (-6%)	38 million
1981	386,772 (14%)	51 million
1982	365,057 (-6%)	51 million
1983	394,154 (8%)	77 million
1984	422,094 (7%)	82 million
1985	469,509 (11%)	**

SOURCES: Statistics Canada
1982 Visitor Exit Survey (1972 adjusted)
Alaska Highway Traffic Count
Transport Companies

The methodology used to calculate visitor expenditures is currently under review. The figure for the 1985 visitor expenditure estimate will be released as soon as it becomes available.

ACCOMMODATION

TYPE OF ACCOMMODATION USED BY VISITORS

	1984	1985
Camping	51%	56%
Hotel	34%	27%
Relatives/Friends	4%	4%
No Response	11%	13%
	100%	100%

SOURCE: Visitor Reception Centre Statistics

Camping continues to be the type of accommodation used by most visitors. Because of the percentage of non-responses, and the absence of data on visitors using more than one type of accommodation, these figures should be used with caution.

TABLE #8

SUMMARY OF HOTEL/LODGE/MOTEL SECTOR OF YUKON TOURISM INDUSTRY

NUMBER OF ESTABLISHMENTS, BY NUMBER OF UNITS, 1982 - 1986

Number of Units	1982/83		1983/84		1984/85		1985/86	
	Number of Establish.	% of Units in Yukon	Number of Establish.	% of Units in Yukon	Number of Establish.	% of Units in Yukon	Number of Establish.	% of Units in Yukon
1 - 10	33	11.3%	33	11.5%	36	11.0%	37	12.8%
11 - 20	17	14.7	18	15.4	17	14.5	16	13.6
21 - 30	10	13.5	9	13.6	10	13.2	12	15.6
31 - 40	10	17.6	9	16.2	11	18.9	9	15.5
41 - 50	3	7.4	3	7.5	3	7.2	3	7.5
51 - 100	5	17.0	5	17.2	5	16.5	5	16.9
100+	2	18.5	2	18.6	2	18.7	2	18.1
TOTAL	80	100.0%	79	100.0%	84	100.0%	84	100.0%
Total Number of Units	1,942		1,942		1,990		1,984	

Source: Yukon Vacation Guide, 1982, 1983, 1984, 1985, 1986.

Note: The years are identified as 1985/86 since data is originally published late in the earlier year.

Read as follows: Example - in 1985/86, 84 tourist accommodation establishments were operational in Yukon on a year-round basis, and as a group offered about 1984 units. Two establishments each offered over 100 accommodation units, and combined, accounted for 18% of the total accommodation available in Yukon. In contrast, 37 establishments, in the 1 to 10 units category, jointly represent 12.8% of the total number of units offered in Yukon.

TABLE #9

ATTENDANCE AT VISITOR ATTRACTIONS AND RECEPTION CENTRES 1981 - 1985
NUMBER OF PEOPLE VISITING EACH SITE

	1981	1982	1983	1984	1985
PARKS CANADA, WHSE.					
S.S. Klondike	40,252	40,012	43,281	46,788	40,603
Chilkoot Trail	2,515	2,000	1,793	1,968	1,450
PARKS CANADA, DAWSON					
Palace Grand - Day	27,656	14,576	12,259	13,541	12,736
Palace Grand - Follies	15,368	16,195	16,177	17,636	18,463
Str. Keno	13,561	14,405	12,426	11,441	11,819
Robert Service Cabin	18,155	16,534	14,060	16,408	19,834
Old Post Office	11,342	11,522	12,248	11,207	9,943*
Post Office Annex	-	2,869	-	-	-
Dredge #4	22,943	22,820	21,672	21,058	17,782*
Harrington's Store	7,066	6,138	5,911	5,919	5,939
PARKS CANADA, KLUANE					
Sheep Mtn. Info Centre	10,129	15,170	19,220	29,896	28,990
Backpackers	1,237	963	629	707	795**
Kathleen Lake Campground	1,158	974	1,194	1,451	3,513
Haines Junction Interpretive Centre	51,827	46,987	29,683	28,672	27,289
YUKON RIVER					
Fort Selkirk	713	800	635	660	514
FARO					
Cyprus Anvil Tour	593	-	144	N/A	N/A
Faro Information Centre	-	148	304	N/A	N/A
CARCROSS					
Old White Pass Warehouse & Depot	-	-	16,000	N/A	N/A
MUSEUMS					
McBride Whitehorse	75,830	23,341	22,979	28,000	25,000
Dawson City	15,024	14,000	10,000	11,000	10,000
Kluane/Natural History	N/A	N/A	8,253	12,000	15,000
Teslin	300	1,200	1,900	6,000	2,000
Old Log Church, Whse.	-	-	2,474	2,798	4,000
Keno Mining Museum	-	-	300	750	1,000
Old Crow Museum	-	-	-	-	300
VISITOR RECEPTION CENTRES					
Watson Lake	15,875	13,904	18,468	22,706	20,350***
Whitehorse	12,698	12,554	17,606	15,672	18,682
Haines Junction	38,864	48,637	21,340	17,285	10,838
Beaver Creek	16,030	12,312	14,074	15,597	16,033
Dawson City	27,634	26,683	28,157	34,094	32,995
Carcross	-	-	9,575	12,751	11,656
VRC Totals	111,101	114,090	109,305	118,105	110,554

N/A - not available
\- - not operating
* - shorter hours
** - doesn't include day hikers or expeditions
*** - Lower volumes shown at most VRC's reflect change in interpretation of data collected; previous method had resulted in over estimation of visitor traffic at VRC's.

TABLE #10

PROFILE OF YUKON TOURISM INDUSTRY
SAMPLE LISTING OF FACILITIES & SERVICES BENEFITTING FROM TOURISM

Benefitting Sectors	Benefitting Facilities & Services	Approx. Numbers
Transportation Sector	* Air carriers offering scheduled services:	3
	* Air carriers offering charters but not scheduled service:	11
	* Vehicle rental companies (cars/campers):	9
	* Bus companies offering scheduled/charter services:	10
	* Auto service stations:	65
Accommodation Sector	* Fixed roof accommodation establishments (hotels, motels, highway lodges):	76
	* Commercially operated campgrounds:	40
	* Government operated campgrounds:	47
Food & Beverage Sector	* Cafes, lounges & dining rooms associated with accommodation establishments:	125
	* Cafes, restaurants & fast food outlets not associated with accommodation establishments:	44
	* Government Liquor Stores/Commercial outlets:	52
	* Grocery Stores:	41
Events & Attractions Sector	* Events, including craft fairs, festivals, etc.:	50+
	* Commercially operated attractions:	10+
	* Government operated attractions/historic sites:	11+
	* Government operated visitor information/ interpretation centres:	7
	* Museums which charge admission:	4+
	* Boat tours:	5
	* Yukon artists and producers of handicrafts selling directly and through fairs, stores and co-ops:	248+
Recreation Entertainment and Miscellaneous Services	* Sporting goods/recreational equipment stores:	13±
	* Wilderness tour operators offering wilderness * Experience vacations, fishing lodge vacations, rentals of canoes, etc:	58
	* Big game outfitters:	20
	* Live theatres, movie cinemas, games centres bowling alleys, arenas, etc.:	10+
	* Camera/film retailers, laundromats, drug stores, etc.:	32±
Distribution Channels	* Travel agencies:	5
	* General tour operators/ground operators:	2+
	* Visitor associations:	2+

RESPONSE TO MAGAZINE ADVERTISING

As a result of advertising in Canadian and American publications, Tourism Yukon received 44,757 requests for the 1985 Vacation Guide. Of the total requests received, 59.5% were from Canada, 39.1% from the U.S., and 1.4% from other countries.

Table #11

Country of Request

Responses Received		Canada		U.S.		Other	
		No. of Resp.	%	No. of Resp.	%	No. of Resp.	%
From U.S. Publications	18,145	681	(3.8%)	17,097	(94.2%)	367	(2.0%)
From Canadian Publications	26,612	25,954	(97.5%)	419	(1.5%)	239	(1.0%)
Total Requests	44,757	26,635		17,516		606	

Country of Request	Number of Requests	% of Total Requests
Canada	26,635	59.5%
U.S.	17,516	39.1%
Other	606	1.4%
Total Requests	44,757	100.0%

UNSOLICITED INQUIRIES

Tourism Yukon received 6,090 unsolicited inquiries for information on Yukon in 1985.*

CONSUMER SHOWS

During the 1984/85 season, Tourism Yukon participated in various consumer shows, including Toronto, Milwaukee, Minneapolis and San Francisco.

These shows generated 20,586 requests for information on Yukon.

* Inquiries for a given year are counted from October of the previous year to September of the given year.

TABLE #12

CONSTRUCTION ACTIVITY RELATED TO THE TOURISM INDUSTRY

(measured in $ thousands)

	Estimated 1981	Estimated 1982	Estimated 1983	Estimated 1984	Estimated 1985
Accommodation	$ 1,029	$ 396	$ 1,637	$ 183	$ 924
Food Services	123	214	13	893.2	893
Attraction/Recreation	681	1,044	992	96	300
Retail	24	885	365	663	958
Transportation	250	1,367	406	674.4	318
Total Amount Expended	$ 2,106	$ 3,906	$ 3,412	$ 2,509.6	**$ 3,393**

Source: Territorial Building permits issued during calendar years 1981, 1982, 1983, 1984 and 1985.

METHODOLOGY AND SOURCES

The data presented in this report are taken from research conducted by the Department of Tourism, border crossing counts extracted from Statistics Canada International Travel Reports, Visitor Reception Center Statistical Reports, and statistics received from airlines and Transport Canada.

DEFINING VISITORS

Border crossing counts by Statistics Canada, upon which estimates of visitor traffic into Yukon are largely based, do not distinguish between business and pleasure travel. For the purposes of this report, therefore, "visitors" are regarded as non-residents who enter the Yukon for any purpose and exclude Yukon residents travelling within the Yukon or returning from outside.

HIGHWAY BORDER CROSSINGS

The border crossing counts received from Statistics Canada cover all modes of international traffic from Alaska. Entry points to Yukon are Beaver Creek, Dawson City, Pleasant Camp on the Haines Road and Fraser on the Klondike Highway.

Since Watson Lake on the Alaska Highway is not an international boundary, the number of persons who enter Yukon at this point is estimated on the basis of a 1972 traffic count conducted by the Department of Tourism, and on the basis of traffic variations at Beaver Creek.

Because the traffic count is outdated, the Watson Lake figures should be used with caution. It is the intention of Tourism Yukon to have a new traffic count conducted at the Watson Lake entry point in 1986.

AIR TRAFFIC

Canadian Pacific and Pacific Western Airlines provide statistics on border crossings into Yukon; private aircraft statistics are received from Transport Canada.

VISITOR ORIGINS

Statistics Canada border crossing information does give some indication of the origin of visitors, but it is only broken down into the broad categories of Canadian and U.S. residents, as well as residents of countries other than the U.S.A. entering Canada. A more detailed picture of visitor origins is provided by the Visitor Reception Centres located in Whitehorse, Watson Lake, Haines Junction, Beaver Creek, Dawson City and Carcross.

Since registration at VRC's is voluntary, the Statistics Canada border crossing counts provide the best indication of visitor volumes in absolute numbers. The number of registrations at VRC's is generally considered valid as an indicator of trends and changes in volume.

An exception must be made for the total visitor volumes recorded at VRC's in 1985. A significant change was made in the interpretation of data from the VRC's regarding the number of visitors registering. This shows up in 1985 as a decline of over 8,000 visitors registering, when actual border counts show an increase of over 47,000 border crossings from 1984. This discrepancy underscores the hazards of trying to make direct comparisons between border crossing data and VRC data. Border crossings are actual counts, while VRC data comes from voluntary registrations.

EXPENDITURE ESTIMATES

Before 1975, total tourist expenditures in Yukon are estimates based on projections from data collected during two visitor surveys in 1962 and 1966. From 1975 - 1980, figures are based on the Tourism Expenditures Model (TEM) Yukon. In 1981 and 1982 Tourist Expenditure estimates were based in part on 1981 visitor expenditure data obtained through the Coupon Conversion Study sponsored by the Department of Tourism. The 1982 Visitor Exit Survey was used as a basis for 1983 - 1984 expenditure estimations.

Because of the variety of methods used before 1983 to arrive at the expenditure estimate, attempting to use those estimates for purposes of comparison produces results of doubtful validity.

Table #13

BORDER CROSSINGS BY CATEGORY 1985
(rounded to nearest 000)

Returning Yukoners are subtracted from border crossings. Yukoners take an estimated 7.35 trips per capita annually, 22% of them outside Yukon.* 25,100 X 7.35 X .22 = 40,587		41,000
Visitors to Yukon spending one or more nights:		
Mode of travel:		
Personal Auto/Truck/Van	160,000	
Recreation Vehicle	114,000	
Bus & Other	63,000	
Air	48,000	
Total visitors 1+ nights	385,000	385,000
Visitors spending less than one day:	42,000	42,000
This figure approximates the 469,509 recorded border crossings.	TOTAL	468,000

*Wilderness/Adventure Travel Industry Report 1982
by Thorne, Stevenson and Kellogg

YUKON BORDER CROSSINGS 1985

PERSONS ENTERING YUKON - MONTH/MODE/PORT OF ENTRY

EXHIBIT #1

MONTH	Beaver Creek		Dawson		Pleasant Camp		Whitehorse		Watson Lake		Total Auto	Total Bus	Total Hwy	Dawson Air	Beaver Creek Air	White-horse Air	Watson Lake Air	Total Air	All Ports Other Method	Total all Modes
	Auto	Bus	Auto	Bus	Auto	Bus	Auto	Bus	Auto	Bus										
January	2086	-	-	-	1047	-	-	-	-	-	3133	-	3133	9	8	2866	287	3170	-	6303
February	2018	38	-	-	910	-	-	-	-	-	2928	38	2966	20	16	2655	297	2988	-	5954
March	2905	32	-	-	1381	-	-	-	-	-	4286	32	4318	58	60	3505	448	4071	-	8389
Q_1	7009	70	-	-	3338	-	-	-	-	-	10347	70	10417	87	84	9026	1032	10229	-	20646
April	3254	106	-	-	2352	1	-	-	-	-	5606	107	5713	3	38	3344	280	3665	7	9385
May	5509	205	156	71	2489	77	5016	1265	14264	23	27434	1641	29075	47	18	3506	540	4111	77	33263
June	13748	5482	1896	602	4663	463	6856	8011	27983	372	55146	14930	70076	33	29	5025	924	6011	505	76952
Q_2	22511	5793	2052	673	9504	541	11872	9276	42247	395	88186	16678	104864	83	85	11875	1744	13787	589	119240
July	24927	8749	4778	1707	6227	776	11834	13289	54492	632	102258	25153	127411	173	64	7608	993	8838	2168	138417
August	21847	7913	4267	911	5338	545	10682	12196	36633	530	78767	22095	100862	204	104	8035	838	9181	1296	111339
September	10808	2318	741	245	2267	138	5082	5073	18566	152	37464	7926	45390	73	31	4755	538	5397	359	51146
Q_3	57582	18980	9786	2863	13832	1459	27598	30558	109691	1314	218489	55174	273663	450	199	20398	2369	23416	3823	300902
October	5540	-	-	-	1595	37	1386	103	-	-	8521	140	8661	38	33	3831	591	4493	15	13169
November	3715	-	-	-	931	-	-	-	-	-	4646	-	4646	26	4	2476	244	2750	8	7404
December	3495	-	-	-	948	-	-	-	-	-	4443	-	4443	3	7	3451	234	3695	10	8148
Q_4	12750	-	-	-	3474	37	1386	103	-	-	17610	140	17750	67	44	9758	1069	10938	33	28721
TOTAL	99852	24843	11838	3536	30148	2037	40856	39937	151938	1709	334632	72062	406694	687	412	51057	6214	58370	4445	469509

SOURCES: Transport Companies, Alaska Highway Traffic Count (1972 Adjusted), Stats Canada

EXHIBIT #2

YUKON BORDER CROSSINGS 1984

PERSONS ENTERING YUKON - MONTH/MODE/PORT OF ENTRY

MONTH	Beaver Creek		Dawson		Pleasant Camp		Whitehorse		Watson Lake		Total	Total	Total	Dawson	Beaver Creek	White-horse	Watson Lake	Total	All Ports Other Method	Total all Modes
	Auto	Bus	Auto	Bus	Auto	Bus	Auto	Bus	Auto	Bus	Auto	Bus	Hwy	Air	Air	Air	Air	Air		
January	1504	-	-	-	1055	-	-	-	-	-	2559	-	2559	1	5	2853	359	3218	-	5777
February	1605	-	-	-	948	60	-	-	-	-	2553	60	2613	12	13	3065	397	3487	-	6100
March	3034	89	24	-	1614	1	-	-	-	-	4672	90	4762	143	58	4044	491	4736	2	9500
Q_1	6143	89	24		3617	61	-	-	-	-	9784	150	9934	156	76	9962	1247	11441	2	21377
April	3125	90	-	-	2742	66	566	-	-	-	6433	156	6589	29	26	3309	380	3744	19	10352
May	5237	133	244	42	2739	74	4780	619	13015	21	26015	889	26904	43	42	3632	463	4180	111	31195
June	12705	4639	2129	429	4989	440	6130	6235	25532	312	51485	12055	63540	149	65	5350	617	6181	242	69963
Q_2	21067	4862	2373	471	10470	580	11476	6854	38547	333	83993	13100	97033	221	133	12291	1460	14105	372	111510
July	21869	7042	4259	783	6544	515	11177	10111	49719	565	93568	19016	112584	170	91	7019	692	7972	494	121050
August	19759	6392	3071	751	6056	292	8900	8591	33424	474	71210	16500	87710	232	114	7263	871	8480	303	96493
September	10622	2356	569	181	2496	114	3910	2030	16940	136	34537	4817	39354	-	120	4339	648	5107	127	[illegible]
Q_3	52250	15790	7899	1715	15096	921	23987	20732	100083	1175	199315	40333	239648	402	325	18621	2211	21559	924	262131
October	5338	7	-	-	2302	28	1313	-	-	-	8953	35	8988	-	30	2924	492	3446	12	12446
November	3264	29	-	-	1217	-	-	-	-	-	4481	29	4510	5	38	2471	421	2935	-	7445
December	3059	39	-	-	1033	-	13	-	-	-	4105	39	4144	-	13	2598	430	3041	-	7185
Q_4	11661	75	-	-	4552	28	1326	-	-	-	17539	103	17642	5	81	7993	1343	9422	12	27076
TOTAL	91121	20816	10296	2186	33735	1590	36789	27586	138680	1508	310571	53686	364257	784	615	48867	6261	56527	1310	422094

SOURCES: Transport Companies, Alaska Highway Traffic Count (1972 Adjusted), Stats Canada

YUKON BORDER CROSSINGS 1983

PERSONS ENTERING YUKON - MONTH/MODE/PORT OF ENTRY

MONTH	Beaver Creek		Dawson		Pleasant Camp		Whitehorse		Watson Lake		Total Hwy.	Beaver Creek	Dawson	White-horse	Watson Lake	Total Air	White-horse Train	All Ports Other Method	Total of Train & Others	Total all Modes
	Auto	Bus	Auto	Bus	Auto	Bus	Auto	Bus	Auto	Bus		Air	Air	Air	Air					
January	1391	16	-	-	1013	-	-	-	N/A	N/A	2420	-	-	2877	600	3477	-	9		5906
February	1256	111	-	-	848	13	-	-	N/A	N/A	2228	1	-	2861	408	3270	-	3		5501
March	1976	111	-	-	1241	59	-	-	N/A	N/A	3387	9	48	3032	465	3554	-	6		6947
Q_1	4623	238	-	-	3102	72	-	-	N/A	N/A	8035	10	48	8770	1473	10301	-	18		18354
April	2890	129	-	-	2543	105	291	-	N/A	N/A	5958	11	26	3079	519	3635	-	21		9614
May	4815	454	248	58	2756	138	4032	786	11240	21	24548	28	26	3929	530	4513	-	102		29163
June	10369	5208	2373	339	4199	321	5682	4244	22099	386	55220	15	38	5798	611	6462	-	230		61912
Q_2	18074	5791	2621	397	9498	564	10005	5030	33339	407	85726	54	90	12806	1660	14610	-	353		100689
July	19783	7083	4226	1077	5848	635	9935	18507	42936	698	110728	23	229	7237	762	8251	-	466		119445
August	17637	5300	3560	763	5651	609	8009	8579	28864	586	79556	27	-	6158	820	7005	-	332		86895
September	9003	2640	771	221	2464	273	3634	4890	14629	169	38694	29	51	4527	633	5240	-	71		44005
Q_3	46423	15023	8557	2061	13963	1517	21578	31976	86429	1453	228980	79	280	17922	2215	20496	-	869		250345
October	4896	70	-	-	1798	28	818	80	N/A	N/A	7690	21	15	2767	379	3182	-	7		10879
November	2732	51	-	-	1062	4	-	-	N/A	N/A	3849	22	30	2536	466	3054	-	-		6903
December	2605	153	-	-	849	18	-	-	N/A	N/A	3705	9	6	2730	532	3277	-	2		6984
Q_4	10313	274	-	-	3709	50	818	80	N/A	N/A	15244	52	51	8033	1377	9513	-	9		24766
TOTAL	79433	21326	11178	2458	30272	2203	32401	37086	119768	1860	337985	195	469	47531	6725	54920	-	1249		394154

EXHIBIT #3

YUKON BORDER CROSSINGS 1982

PERSONS ENTERING YUKON - MONTH/MODE/PORT OF ENTRY

EXHIBIT #4

MONTH	Beaver Creek		Dawson		Pleasant Camp		Whitehorse		Watson Lake		Total Hwy.	Beaver Creek	Dawson	Whitehorse	Watson Lake	Total Air	Whitehorse	All Ports Other Method	Total of Train others	Total all Modes
	Auto	Bus	Auto	Bus	Auto	Bus	Auto	Bus	Auto	Bus		Air	Air	Air	Air		Train			
January	1248	23	-	-	1247	1	-	2	N/A	N/A	2521	4	-	3797	908	4709	53	-	53	7283
February	1081	43	-	-	830	-	-	4	N/A	N/A	1958	1	12	3730	579	4322	69	4	73	6353
March	1895	106	10	-	1647	-	-	2	N/A	N/A	3655	3	44	5005	740	5792	82	3	85	9532
Q_1	4224	172	10	-	3719	1	-	8	N/A	N/A	8134	8	56	12532	2227	14823	204	7	211	23168
April	2327	160	-	-	2538	5	122	37	N/A	N/A	5189	15	12	3794	733	4554	135	16	151	9894
May	4397	534	149	12	3052	93	4564	720	9354	20	22899	21	31	4312	698	5062	414	110	524	28481
June	8928	4353	1811	458	4810	588	5660	2714	18391	372	48085	34	33	6361	989	7417	3298	233	3531	59033
Q_2	15652	5047	1960	470	10400	686	10346	3471	27745	392	76169	70	76	14467	2420	17033	3847	359	4206	97408
July	15605	6628	4082	1130	5865	722	9453	4183	35732	674	84074	10	181	9067	1067	10325	4718	467	5185	99584
August	14231	6192	3124	1066	6401	642	7658	3922	24021	566	67823	20	159	7757	1192	9128	4465	281	4746	81697
September	8187	2228	753	215	2706	163	3528	1930	12175	163	32048	10	83	4644	800	5537	1858	144	2002	39587
Q_3	38023	15048	7959	2411	14972	1527	20639	10035	71928	1403	183945	40	423	21468	3059	24990	11041	892	11933	220868
October	4529	134	-	-	1038	16	1101	82	N/A	N/A	7700	19	15	2970	536	3540	36	13	49	11289
November	2158	103	-	-	1193	19	-	-	N/A	N/A	3473	13	6	2115	535	2669	-	11	11	6153
December	2153	66	-	-	711	5	-	-	N/A	N/A	2935	8	2	2731	493	3234	-	2	2	6171
Q_4	8840	303	-	-	3742	40	1101	82	N/A	N/A	14108	40	23	7816	1564	9443	36	26	62	23613
TOTAL	66739	20570	9929	2881	32033	2254	32086	13596	99673	1795	282356	158	578	56283	9270	66289	15128	1284	16412	365057

YUKON BORDER CROSSINGS 1981

PERSONS ENTERING YUKON - MONTH/MODE/PORT OF ENTRY

MONTH	Beaver Creek		Dawson		Pleasant Camp		Whitehorse		Watson Lake		Total Hwy.	Beaver Creek Air	Dawson Air	White-horse Air	Watson Lake Air	Total Air	Whitehorse Train	All Ports Other Method	Total of Train & Other	Total all Modes
	Auto	Bus	Auto	Bus	Auto	Bus	Auto	Bus	Auto	Bus										
January	1031	60	-	-	958	1	-	-	N/A	N/A	2050	3	9	5284	920	6216	53	6	59	8325
February	909	17	-	-	900	2	-	-	N/A	N/A	1828	11	21	5290	723	6053	26	4	30	7911
March	1700	17	-	-	1466	1	-	2	N/A	N/A	3186	16	24	6184	1046	7270	10	8	18	10474
Q_1	3640	94	-	-	3324	4	-	2	N/A	N/A	7064	30	54	16766	2689	19539	89	18	107	26710
April	1634	157	-	-	2058	68	6	5	N/A	N/A	3928	15	20	5218	832	6085	93	25	118	10131
May	3202	646	407	19	2651	359	3951	268	8539	22	20064	12	74	6410	1295	7791	406	96	502	28357
June	7718	4263	2111	643	4921	296	5203	3924	16788	419	46286	11	104	8711	1484	10310	5329	222	5551	62147
Q_2	12954	5066	2518	662	9630	723	9160	4197	25327	441	70278	38	198	20339	3611	24186	5828	343	6171	100635
July	14877	7160	3696	978	6185	576	9621	5274	32617	759	81743	9	142	9975	1515	11641	4527	493	5020	98404
August	14556	7703	3807	1200	6947	662	8506	4511	21927	637	70456	36	228	11652	1606	13522	4616	514	5130	89108
September	7005	2687	939	190	2799	353	3491	2042	11114	184	30804	25	36	7327	1119	8507	1715	166	1881	41192
Q_3	36438	17550	8442	2368	15931	1591	21618	11827	65658	1580	183003	70	406	28954	4240	33670	10858	1173	12031	228704
October	3910	231	7	-	1911	11	1156	75	N/A	N/A	7301	1	45	5505	958	6509	135	93	228	14038
November	2172	131	-	-	1146	4	2	7	N/A	N/A	3462	14	7	4068	905	4994	21	3	24	8480
December	1950	128	-	-	818	2	7	1	N/A	N/A	2906	4	7	4318	899	5288	60	3	71	8205
Q_4	8032	490	7	-	3875	17	1165	83	N/A	N/A	13669	19	59	13891	2762	16731	224	99	323	30723
TOTAL	60664	23200	10967	5030	32760	2335	31943	16109	90985	2021	274014	157	717	79950	13302	94126	16999	1633	18632	386772

EXHIBIT #5